

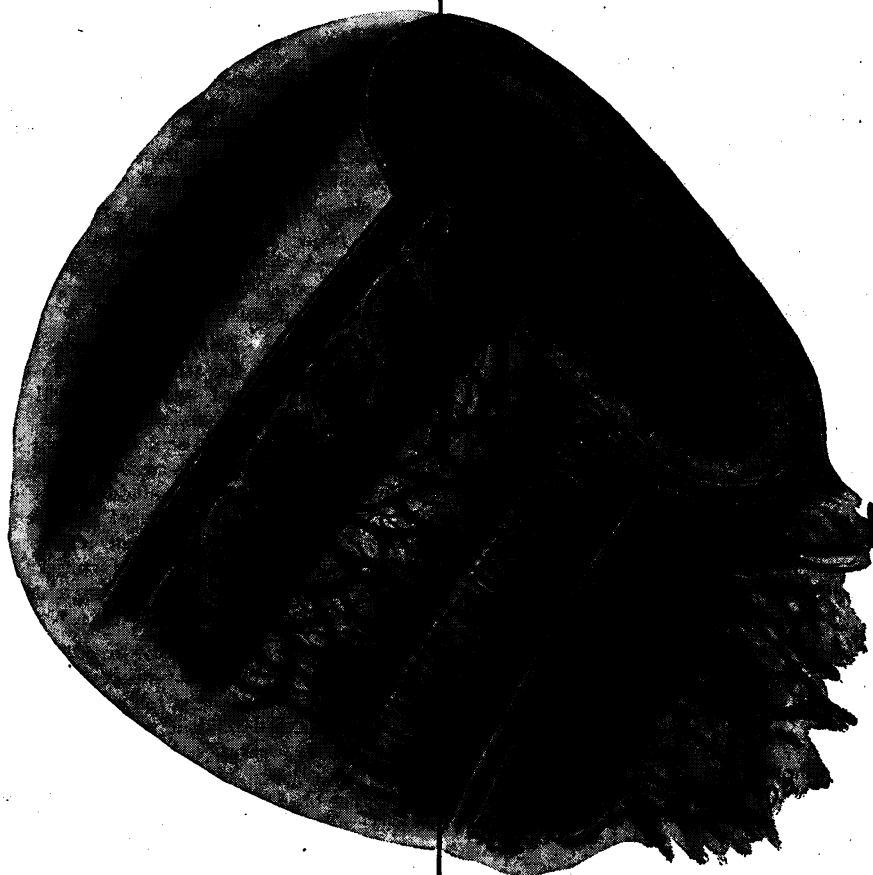
HIS SMILE



**PARKE, DAVIS
& COMPANY**

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smoothage

*stimulates the plexus of Auerbach
and Meissner by gentle distention of the
bowel wall, initiating reflex
peristalsis and movement
of the fecal mass.*

metamucil

*the highly refined mucilloid of a seed of
the psyllium group, Plantago ovata (50%),
combined with dextrose (50%) as a dispersing
agent—provides smoothage for the
physiologic management of constipation.*

*Metamucil is the registered trademark of
G. D. Searle & Co., Chicago 80, Illinois.*

searle

RESEARCH IN THE SERVICE OF MEDICINE





Truly, this is America

the village church...the white picket fence...the broad highways which lead to great cities... above all, the homes which breed good citizens.

AMERICA's strength is bred in her homes. In thousands of towns and cities, where modest bungalow stands proudly alongside a local show-place, where the well-kept lawn of one merges with its neighbor...here, the roots of good citizenship are deeply planted.

Here, too, strong bodies and good minds are built.

Because it is so American to want the finest, they will get it. In medicine, for instance, American hospitals, American practitioners are the envy of the world. In quiet towns or teeming

cities, the skilled hands of healing go about their work of keeping America well.

To the science of Medicine the physician brings his own individual art of healing, for just as no two people are exactly alike, so no two cases of illness are identical.

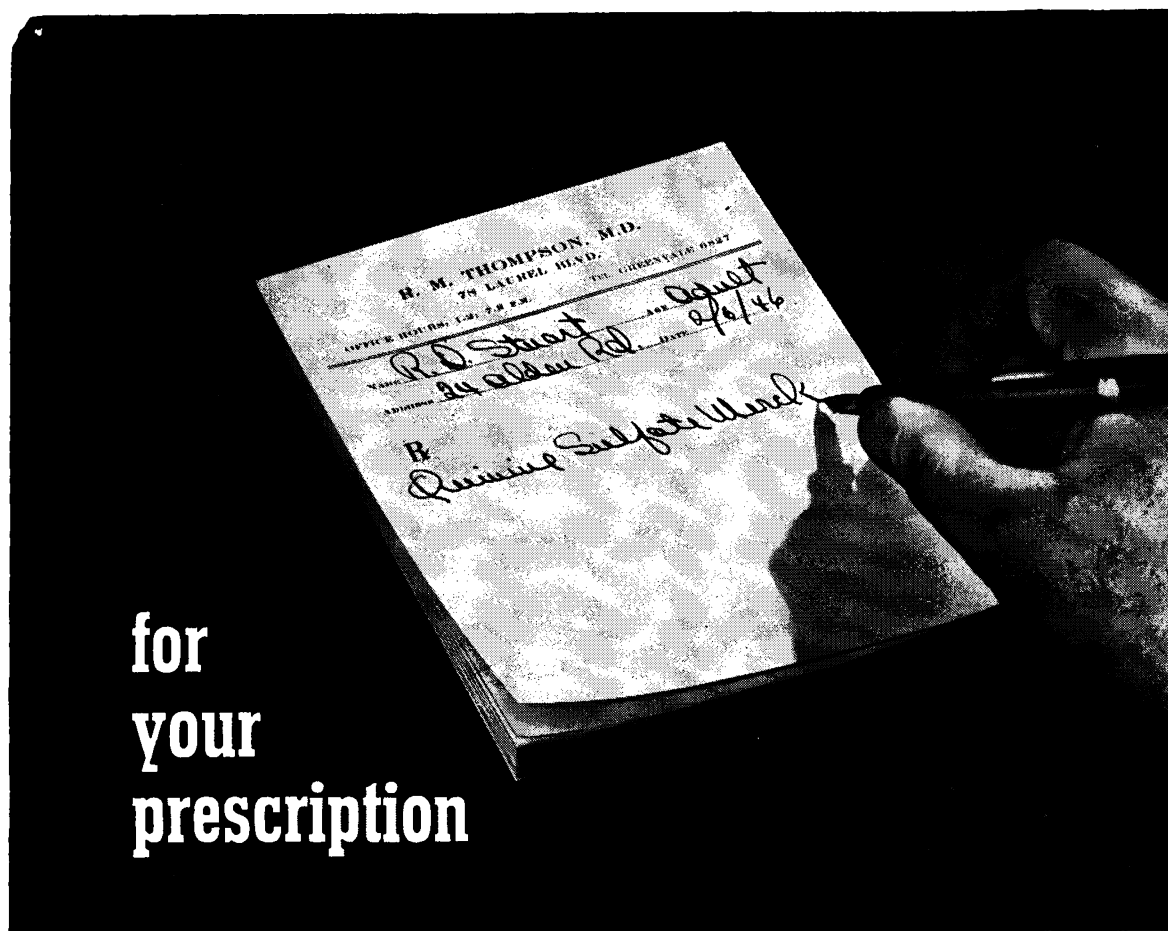
Thus, the physician must be free and unhampered, so that he may combine the *science* of Medicine, which is for humanity, with the *art* of healing, which is for the individual patient.

At Ciba, in a quiet community of broad streets and pleasant lawns, we produce many of the fine pharmaceuticals used by the medical profession. In modern laboratories, Ciba medical scientists pursue their search for yet newer aids to physicians in their treatment of disease. This, too, is the American way.



CIBA PHARMACEUTICAL PRODUCTS, INC., SUMMIT, NEW JERSEY

In Canada: Ciba Company Ltd., Montreal



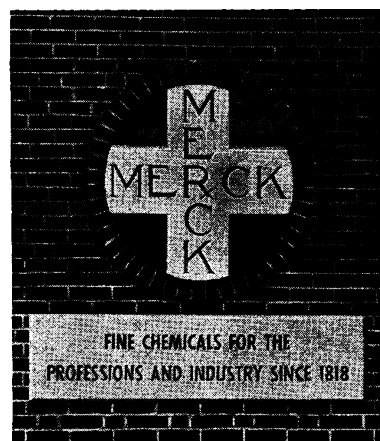
**for
your
prescription**

QUININE MERCK IS AVAILABLE AGAIN

RESERVED exclusively for the use of our Armed Forces throughout the War, quinine now is released for civilian use as an antimalarial and therapeutic agent.

Quinine is thoroughly established as an effective anti-malarial and therapeutic agent of low toxicity. It is especially useful in the treatment of chronic relapsing *P. vivax* infection, the form of malaria seen most frequently among returned Service personnel. Quinine also is effective in suppression and treatment of acute attacks of *P. vivax* infection. Quinine appears to be the safest antimalarial agent available for use when treatment cannot be given under continuous medical supervision.

We are pleased that we can again make this valuable drug available to physicians for the treatment of malaria and other conditions in which it is indicated.



MERCK & CO., Inc. *Manufacturing Chemists* **RAHWAY, N. J.**

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**to combat
the depression of**

chronic organic disease Many patients with chronic organic disease—arthritis or asthma, for example—sink into a persistent depression characterized by discouragement, or even despair. Unless effectively combated, this depression may handicap management of the basic disorder and intensify its symptoms.

By restoring optimism and interest in useful living, Benzedrine Sulfate frequently helps to overcome prolonged depression accompanying chronic illness. Obviously, in such cases, careful observation of the patient is desirable; and the physician will distinguish between the casual case of low spirits and a true mental depression.

benzedrine sulfate (*racemic amphetamine sulfate, S.K.F.*) Tablets and Elixir 

Smith, Kline & French Laboratories, Philadelphia, Pa.

FACTS ARE STUBBORN THINGS . . .

<i>A Comparison of Food Values in Leading Infant Cereals</i>							
Pre-cooked Cereal	Natural Food Sources	Protein ¹ %	Carbohydrate ¹ %	Calories ¹ Per Oz.	Thiamine ² Mg./100 G.	Riboflavin ² Mg./100 G.	Niacin ² Mg./100 G.
CEREVIM	Whole wheat meal, oatmeal, non-fat milk solids, wheat germ, corn meal, brewers' yeast, barley, malt.	19.4	65.2	108	2.1	3.3	20.3
A	Wheat meal, oatmeal, wheat germ, corn meal, powdered beef bone, alfalfa leaf, brewers' yeast.	15.0	69.9	106	1.20	0.35	2.6
B	Oatmeal, malt syrup, powdered beef bone, powdered yeast.	14.0	69.8	100	*	*	*
C	Semolina, whole wheat flour, corn meal, wheat germ, malt syrup, brewers' yeast.	15.5	71.1	107	1.50	0.37	5.0
D	Whole wheat meal, corn meal, wheat germ, malt, non-fat milk solids, brewers' yeast.	15.0	73.1	102	1.03	0.36	5.4
E	Oat flakes, yellow corn meal, wheat, durum middlings, non-fat milk solids, brown sugar, defatted wheat germ, brewers' yeast, defatted corn germ.	14.74	68.81	104	*	*	*
F	Whole wheat meal, corn meal, wheat germ, malt syrup, dried papaya fruit, non-fat milk solids, brewers' yeast.	15.5	71.35	102	*	*	*

(1) FROM LABEL STATEMENTS OF COMPOSITION ON REGULAR PACKAGES PURCHASED TO MAY 9, 1946.
 (2) REPORT OF THE COUNCIL ON FOODS AND NUTRITION, J. A. M. A., 126:100, 1944, J. A. M. A. 123:902, 1943.
 * NOT REPORTED IN REFERENCE (2).

... AND SHOULD BE STUDIED CAREFULLY
WHEN SELECTING A FIRST SOLID FOOD



This compilation of facts from reports by the Council on Foods and Nutrition and from label statements of composition of better-known precooked cereals, show that

CEREVIM

IS TRULY

a first among first foods

CEREVIM is highest in protein—amino acid content, thiamine and riboflavin and unsurpassed in niacin. CEREVIM supplies the greatest caloric value with a minimum of carbohydrate. CEREVIM is rich in iron, copper, calcium and phosphorus. Prepared from eight natural food sources, CEREVIM offers a nutritionally well-balanced infant cereal.

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Expands Again!

Typical of Stayner's recently increased facilities is this partial view of our enlarged packaging department and label control room.



Thank you, Western physicians!

Western physicians have generously supported our program for an independent laboratory devoted exclusively to serving the medical profession throughout the 11 Western States. You have learned that Stayner's comprehensive control system assures products which equal or surpass U. S. P. standards, and you have approved our sensible prices. As the result, we have had to expand again!

We recently acquired more manufacturing space, enlarged our analytical laboratory and control room, and added considerable new machinery and equipment. These will substantially supplement our former productive facilities, and also permit us to manufacture many new products.

Our tableting and capsulating department has also been expanded, and is now operating in a new insu-

lated air-conditioned room in which temperature and humidity are precisely controlled, and the air is changed and filtered nine times every hour. Here, as in other departments, we are processing Stayner pharmaceuticals under the most modern laboratory conditions.

Our present improvement of facilities is designed to further merit your confidence, and to provide the finest service in the West. We cordially invite you to visit our laboratories, which you helped build. As a Westerner, you will share our pride in them.

Sincerely,

Ralph R. Pletcher

Ralph R. Pletcher,
President.



T M Reg. U S Pat Off

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DEPENDABILITY... *the most important quality in a contraceptive*

the extra assurance
with every tube of
Koromex Jelly

**TIME TESTED
CLINICAL
RECORD**



with confidence

prescribe...

ACTIVE INGREDIENTS: Boric acid 2.0%, oxyquinolin benzoate 0.02% and phenylmercuric acetate 0.02% in a base of glycerin, gum tragacanth, gum acacia, perfume and de-ionized water.

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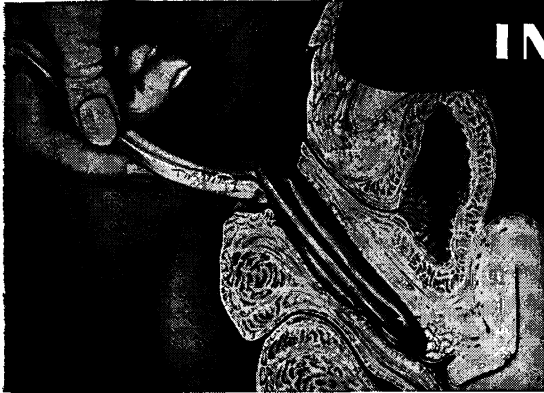
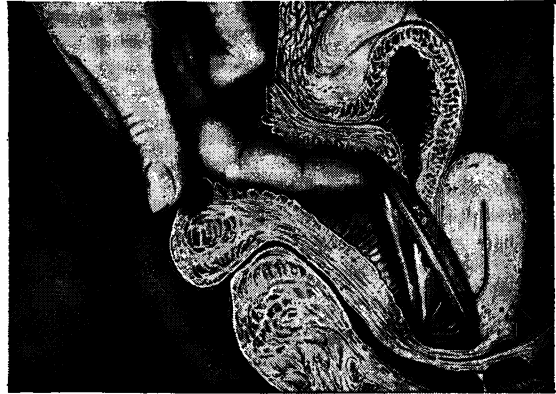


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These illustrations, showing the simplicity of use of "RAMSES" Gynecological Products, are reproduced from the booklet *Instructions for Patients*. For the physician's convenience, a supply of these booklets is available, upon request, for distribution to patients.

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Convenient Cloth Applicators
Impregnated with Sulfur and Soap

DURING THE COMING SEASON this timely prescription product will bring relief and grateful thanks from patients suffering from chiggers.

Sulfur Foam Applicators are indicated whenever sulfur is to be used externally.

They have the advantage of...

- ... even dispersal of fine sulfur particles
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